

SYSTEMS, METHODS, AND COMPUTER PROGRAM PRODUCTS FOR
FACILITATING THE ESTABLISHMENT OF CROSS-REFERRAL
AGREEMENTS AMONG MEMBERS OF A MARKETING COMMUNITY

ABSTRACT OF THE DISCLOSURE

Systems, methods, and computer program products that facilitate the establishment of cross-referral agreements among members of a marketing community (i.e., businesses) are provided. A communications server is
5 configured to send messages to clients (i.e., customers and/or potential customers) of members pursuant to cross-referral agreements between members. An agreement server is configured to allow members of the marketing community to negotiate and establish cross-referral agreements with
10 other members of the marketing community. A virtual area contains member provided information. members of the marketing community can search information contained within the virtual area to identify potential partners to cross-referral agreements. Members can transfer rights in
15 cross-referral agreements to other members of the marketing community.